



NEWS RELEASE

## Armor All® Shines On At 35

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NEW LOOK, NEW PRODUCTS FOR  
ENTIRE CAR, AND RACING  
SPONSORSHIP HELP KEEP CAR  
CARE PIONEER AHEAD OF THE  
COMPETITION AT 35TH  
ANNIVERSARY

OAKLAND, Calif., April 13, 2007 – To commemorate the 35th anniversary of Armor All® products, The Armor All/STP Products Company continues to reinvent itself, launching three new products, updating its logo, replacing the legendary Armor All Viking with a more modern warrior, establishing a presence on the racing circuit, and creating new packaging. Armor All continues to innovate in the car appearance category and 2007 will be no different as the brand launches three new products in the first half of the year.

- Armor All® Ultra Shine Wash and Wax – This new product is our most advanced car wash - utilizing a proprietary blend of cleaning agents, surface lubricants and real carnauba wax. It gently lifts away dirt revealing your paint's deep radiant color and it helps water beading and delivers a beautiful mirror-like Armor All shine.
- Armor All® Triple Action Wheel Cleaner – This product dissolves the grease, road grime & brake dust that can get baked on wheels during the intense heat of driving season to reveal a brilliant shine. Its intense foaming

clings to wheels to lift away the most stubborn soils and its blanketing agents help formula spread into nooks & crannies to attack tough dirt.

- Armor All® Natural Finish Detailer Protectant – This is an enhanced finishing formula designed for those who like a matted finish. It is a protectant for both interior and exterior plastic and vinyl surfaces, protecting them from harmful elements, like UV rays and helps prevent cracking, fading, discoloration and premature aging. The new protectant also provides a natural appearance to vehicle surfaces with no greasy residue - so it's perfect for display screens, steering wheels, running boards and more.

"We appreciate the historical significance of turning 35, but Armor All's focus is on the now – to build on the trust we've established by listening to our consumers and making products that meet their needs and lifestyles," says Jon Paluga, marketing manager for Armor All Brands. "As the leader in the car care appearance industry, we understand the need to innovate to make products that consumers love for the entire car.

In addition to continually updating its product line, Armor All will be involved racing again this year through its sponsorship of the #47 Clorox car and Busch Series driver Jon Wood. Also, Armor All has teamed up with AutoZone®, the nation's leading retailer of automotive parts and accessories for DIY Dare II, which is a contest to find America's best car detailer. The contest begins April 28, 2007.

## About Armor All

The Armor All/STP Products Company is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox is a leading manufacturer and marketer of consumer products with fiscal year 2006 revenues of \$4.6 billion. With 7,600 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries. For more information about Clorox, visit **[www.TheCloroxCompany.com](http://www.TheCloroxCompany.com)**. For more information on Armor All, go to **[www.armorall.com](http://www.armorall.com)**

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